



**For Immediate Release  
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## **PNB CONTINUES EFFORTS TO INSTILL SAVINGS HABITS AMONG YOUTH**

***12,739 teenagers participate in PNB investment quiz for youth  
category***

**Port Dickson, Negeri Sembilan, 31 December 2024:** – SMK Bandar Baru Serting from Negeri Sembilan emerged as the champion of the PNB Investment Quiz for the youth category, ahead four other finalist schools that are part of the existing 300 Kelab Pelaburan Bijak PNB (KPBPNB) schools. As the national quiz champion, SMK Bandar Baru Serting took home RM3,600 worth of Amanah Saham Bumiputera (ASB) units.

The other four schools that competed in the final round were SMK Rosli Dhoby, Sarawak (runner-up), SMK Tengku Sarafudin Badlishah, Kedah (third place), SMK (L) Methodist, Kuala Lumpur (fourth place) and SMK Dato' Ahmad Maher, Kelantan (fifth place).

This quiz offered prizes in the form of units or any unit trust funds managed by Amanah Saham Nasional Berhad (ASNB). The total purse for the competition is RM11,700 where the runner-up received units worth RM3,000 and the third-place winner was awarded units worth RM2,100. Two consolation prizes were also given to the finalist, each valued at RM1,500.

The PNB Investment Quiz aims to foster financial literacy and investment awareness among young students. Launched in 2001, the youth category was initially open to all secondary school students nationwide. However, starting 2023, participation has been specifically for schools enrolled in the

KPBPNB programme. This year, the quiz received 12,739 entries, bringing the total participation since its launch to 448,353.

Among the students who participated in this competition was Muhammad Nur Iman from SMK Bandar Baru Seriting, Negeri Sembilan emerged as the champion of this competition said "As a member of the Kelab Pelaburan Bijak PNB, I have learned the basics of investment, and through this quiz competition, my friends and I had the opportunity to test the knowledge we've gained."

Meanwhile, a student from SMK Dato Ahmad Maher, Kelantan, Firas Safiyya Mohd Zarir, that ranks fifth also expressed her gratitude by saying "Thank you, teachers and PNB. I now have a clearer understanding of the importance of financial planning from a young age."

Fadzihan Abbas Mohamed Ramlee, Chief Executive Officer, ASNB, remarked that "PNB remains steadfast in pursuing its Purpose, to uplift the financial lives of Malaysians across generations. The KPBPNB programme aims to ensure students are equipped with strong financial knowledge, including financial planning and investment, at the earliest possible age, starting from their school years. Financial planning is a fundamental foundation for achieving economic stability and success."

PNB encourages all students to invest early, continue investing and stay invested for a long period of time to enjoy the long-term benefit of compounding interest.

"ASNB provides accessibility for all Malaysians to begin investing for as low as RM10. The most important aspect for us is to cultivate positive financial habits, especially amongst the younger generation. Consistency in investment is key to build long term wealth and with compounded

dividends, the investment value will continue to grow over time,” Fadzihan Abbas added.

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#### **About Permodalan Nasional Berhad (PNB)**

Permodalan Nasional Berhad (PNB) is one of the largest fund management companies in Malaysia with assets under management (AUM) exceeding RM300 billion. PNB's portfolio covers strategic investments in Malaysia's leading corporates, global equities, private investments and real estate. For over four decades, we remain focused in contributing to the wealth of Bumiputeras and all Malaysians and are dedicated to fulfilling our purpose to uplift the financial lives of Malaysians across generations. We are committed to sustainability, responsible practices, and the creation of an inclusive future that benefits both our stakeholders and the communities we serve. For more information, please visit [www.pnb.com.my](http://www.pnb.com.my).

#### **Amanah Saham Nasional Berhad (ASNB)**

Amanah Saham Nasional Berhad (ASNB) is the wholly owned unit trust management company of PNB with 32 branch offices and more than 2,600 agents nationwide namely Affin Bank, Ambank, Alliance Bank, Bank Islam, Bank Muamalat, Bank Simpanan Nasional, CIMB Bank, Hong Leong Bank, Maybank, RHB Bank and Pos Malaysia. ASNB currently manages 18 unit trust funds with units in circulation (UIC) of approximately 280 billion units over 15 million accounts. For more information, please visit [www.asnb.com.my](http://www.asnb.com.my) or contact ASNB Customer Service Centre at 03-7730 8899.

#### **About KPBPNB**

Kelab Pelaburan Bijak PNB (KPBPNB) was established in 2000 with the approval of the Ministry of Education Malaysia (MOE). The initiative aims to introduce secondary school students to financial management and investment knowledge from an early age. By 2023, KPBPNB has grown to encompass 155 schools nationwide, offering a wide range of educational activities. Annual funding for the programme is provided by Amanah Saham Nasional Berhad (ASNB), ensuring continued support for the development of financial literacy among young Malaysians.

In April 2024, ASNB and the MOE approved the nationwide expansion of the KPBPNB programme to 2,000 schools by 2028. This marks a significant commitment on PNB's long-term initiative in promoting financial literacy, in line with its Purpose that is to uplift the financial lives of Malaysians across generations.

Application for secondary schools under MOE to become a member of KPBPNB is open until 2028. Schools can apply via <https://forms.office.com/r/8n9Wn14H9W>.

#### **Issued by Permodalan Nasional Berhad**